ID#:	☐ ☐ ☐ ☐ ☐ ☐
CELL: ANT	☐ TA ☐ TR ☐

VERSION 2
PART A

PM3001498000

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

VERSION 2 - PART A

PLEASE FILL IN

RESPONDENT NAME:_____

ADDRESS 1:_____

ADDRESS 2:_____

CITY:_____

STATE:_____ ZIP:_____

PHONE: ( ) _____

GENDER **[Check one]** : MALE ☐ FEMALE ☐

DATE OF BIRTH **[MM/DD/YY]:** ___ / ___ / ___

TODAY'S DATE **[MM/DD/YY]:** ___ / ___ / ___

DO NOT FILL IN

ID#: ☐ ☐ ☐ ☐ ☐ ☐

INTERVIEWER:_____

CELL **[Check one]** :

ANT ☐ TA ☐ TR ☐

Hello, today we are talking to adults about smoking preferences. There are no right or wrong answers, we are just looking for your honest opinions. We guarantee that all the information will be kept confidential. Thank you for responding to this questionnaire!

SECTION A:

Today we're conducting a survey with adult smokers across the country and would like to include your opinions.

1. To ensure we represent all groups of adults, please write in your age.

_____

2. On average, about how many packs of cigarettes do you smoke in a day? Do you smoke.....? **[Check only one]**

- ☐ Less than half a pack
- ☐ Half a pack to less than 1 pack
- ☐ 1 pack
- ☐ More than 1 pack to 1½ packs
- ☐ More than 1½ packs to 2 packs
- ☐ More than 2 packs

PM3001498001

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

Please think about the different brands of cigarettes you currently smoke. In the table below, please write in the **one** brand that you consider to be your **"Regular"** brand of cigarettes on the line for Question 3 in Column A.

If you smoke other brands as well, please write in the brand name of the brand that you smoke the 2nd most often in Column B, and the brand that you smoke the 3rd most often in Column C. If you only smoke one brand of cigarettes, you may leave Column B and C blank.

After filling the row for Question 3, please answer Questions 4 through 8 for each of the brands that you wrote down in Columns A, B and C.

		Column A Regular Brand	Column B 2nd Most Often Brand	Column C 3rd Most Often Brand
3.	Please write in the brand name:	_____	_____	_____
4.	How long has this been your regular brand? (check only one please)	☐ 6 months or less ☐ More than 6 months and up to 1 year ☐ More than 1 year and up to 3 years ☐ More than 3 years		
5.	Is that a menthol or non-menthol cigarette?	☐ Menthol ☐ Non-Menthol	☐ Menthol ☐ Non-Menthol	☐ Menthol ☐ Non-Menthol
6.	Which one of these descriptors is used for your brand, is it ...?	☐ Regular Full Flavor ☐ Medium ☐ Lights / Milds ☐ Ultra-lights ☐ Lowest/1mg tar	☐ Regular Full Flavor ☐ Medium ☐ Lights / Milds ☐ Ultra-lights ☐ Lowest/1mg tar	☐ Regular Full Flavor ☐ Medium ☐ Lights / Milds ☐ Ultra-lights ☐ Lowest/1mg tar
7.	And what is the size?	☐ Regular / King Size ☐ 100's ☐ 120's	☐ Regular / King Size ☐ 100's ☐ 120's	☐ Regular / King Size ☐ 100's ☐ 120's
8.	Please think about the brands of cigarettes that you have purchased over the past 3 months. On average, out of every ten packs of cigarettes you have purchased, how many have been of this brand?	_____ packs out of 10 *Example:* *__7__ packs out of 10*	_____ packs out of 10 *Example:* *__2__ packs out of 10*	_____ packs out of 10 *Example:* *__1__ packs out of 10*

PM3001498002

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

9. *Please list all of the brands of cigarettes you smoked at least one pack of in the past two weeks.* How many packs did you smoke of each? Use as many lines as you need. Write in the exact number of packs for each brand below. (Note: 1 carton = 10 packs)

Brand Name	# of packs in past 2 weeks
_____	_____
_____	_____
_____	_____
_____	_____

10. Do you usually buy your cigarettes by the pack, by the carton, or both ways? **[CHECK ONLY ONE BOX]**

☐ Pack ☐ Carton ☐ Both Ways

11. How often do you buy your cigarettes in each of the following types of locations? **[CIRCLE ONE LETTER FOR EACH]**

	Never	Some-Times	Usually
Supermarket Chain or neighborhood grocery store	N	S	U
Drugstore, liquor store or package store	N	S	U
Discount or wholesale store	N	S	U
Cigarette specialty store	N	S	U
Restaurant, bar, or deli	N	S	U
Native American reservation	N	S	U
Gas station or Convenience Store	N	S	U

12. How often do you use special in-store cigarette offers (such as a free gift with purchase, a 2-for-1, or special prices) when buying cigarettes for you, personally? **[CIRCLE ONE LETTER FOR EACH]**

	Frequently	Occasionally	Never
I use special offers for my regular brand	F	O	N
I use special offers for brands other than my regular brand	F	O	N

13. *Which of the following statements below best describes what you usually do when you go to the store* to buy cigarettes? **[READ LIST AND CHECK ONLY ONE BOX]**

☐ I know exactly which brand I want to buy and I buy it regardless of any special offers for other brands

☐ I go into the store planning to buy my regular brand but I look around to see what special offers there are for other brands

☐ I go into the store with 2 or 3 brands in mind and decide on one of them depending on whether there is a special offer or coupon

☐ I buy the lowest priced brand among a group of acceptable brands

☐ I almost always buy generics or store brand cigarettes

PM3001498003

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

14. *Which of the following ways best describes how you use cigarette coupons?* **[READ LIST AND CHECK ONLY ONE BOX]**

- ☐ I use almost any cigarette coupon I get
- ☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand
- ☐ I only use coupons if they are for my regular brand
- ☐ I never use coupons to buy cigarettes

15. Sometimes adult smokers purchase cigarettes on special deal or for a reduced price. For each of the following items listed below, please indicate if you have purchased either your regular brand of cigarettes or another brand during the past 3 months using that kind of special offer. **[CHECK ALL BOXES THAT APPLY]**

	Regular Brand	Other Brands
Using money-off coupons that were already on the pack or carton	☐	☐
Using money-off coupons that you received in the mail	☐	☐
Using money-off coupons that you clipped from a newspaper or magazine	☐	☐
Where the cigarettes were on sale and you didn't have to use a coupon	☐	☐
Where the cigarettes were on free-product deal, such as "buy two packs, get one free", or "buy three, get one free"	☐	☐
Where free merchandise (such as a lighter or a carrying bag) was being offered with purchase of cigarettes	☐	☐
Using coupons that you received at the store during a prior visit	☐	☐

16. There are a number of different reasons that adult smokers select a particular brand of cigarettes. Please look at the list of 11 reasons below, and rank how important each of these reasons is for you personally, when you select a brand of cigarettes. Please give the reason that is the most important for you a "1". Give the reason that is the 2nd most important a "2", the reason that is the 3rd most important and "3" and so on, all the way down to the least important reason (which will be given a number of "11"). Please write in the number on the line before the reason. Remember, when you are finished there should be one number written on the line in front of each reason, and all of the numbers from 1 to 11 should each be used only one time.

_____ Provides coupons on the pack, or in the mail.
_____ It has an everyday low price.
_____ It offers free merchandise.
_____ It has free-product deals like "buy two, get one free".
_____ It offers a catalog of merchandise where you save UPC's to order the merchandise.
_____ It offers coupons from newspapers or magazines.
_____ It is the cheapest brand in the store.
_____ It is just the brand I like.
_____ It has the flavor I like best.
_____ It is the brand my adult friends/spouse smokes.
_____ It is convenient to purchase – available in many locations.

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Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

17. *Adult smokers have told us they smoke cigarettes* at a variety of different times and places. Please look at this list and for each place or occasion, tell me if you smoke cigarettes ***Frequently, Sometimes, Rarely*** or ***Never***. If any of these places or occasions do not apply to you, circle "NA". **[CIRCLE ONE LETTER FOR EACH]**

	Frequently	Some-Times	Rarely	Never	Not Applicable
At social events or parties	F	S	R	N	NA
At a bar or nightclub	F	S	R	N	NA
At work, at my desk or workstation	F	S	R	N	NA
At work, inside in designated smoking areas	F	S	R	N	NA
At work, outside in designated smoking areas	F	S	R	N	NA
Inside my home when I'm alone	F	S	R	N	NA
Inside my home among family	F	S	R	N	NA
In designated rooms in my home	F	S	R	N	NA
Outside my home (i.e., in the yard, deck, garage)	F	S	R	N	NA
Throughout my home when non-smokers are present	F	S	R	N	NA
In my car when alone	F	S	R	N	NA
In my car with family or friends	F	S	R	N	NA
On long trips in the car with non-smokers	F	S	R	N	NA
When around non-smokers	F	S	R	N	NA
In non-smokers' homes	F	S	R	N	NA
After meals	F	S	R	N	NA
Out and about, away from home on the weekends	F	S	R	N	NA
Away from home or work, performing usual activities during the week	F	S	R	N	NA

18. Next time you go to the store to buy cigarettes, if your regular brand isn't available, which of the following would you do? **[CHECK ONLY ONE BOX]**

- ☐ Wait until the store has my regular brand
- ☐ Go to another store to buy my regular brand
- ☐ Buy my regular brand in a different pack (e.g., a soft pack or a hard box)
- ☐ Buy a different type or length of my regular brand
- ☐ Buy an entirely different brand

PM3001498005

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

SECTION B:

1. Listed below are phrases that describe how adult smokers feel about smoking in general. For each statement below, please indicate on a 7-point scale how you feel about that statement where 7 means you **"Completely Agree"** and 1 means you **"Completely Disagree"** with that statement. You may use any number between 1 and 7. **[CIRCLE ONLY ONE ANSWER FOR EACH STATEMENT]**

	Completely Disagree						Completely Agree
I buy cigarettes by the carton to save money	1	2	3	4	5	6	7
I feel uncomfortable smoking when others are not	1	2	3	4	5	6	7
I feel good about the brand of cigarettes I smoke	1	2	3	4	5	6	7
Even with a discount coupon I don't like to try other brands of cigarettes – I don't want to spend money on something I might not like	1	2	3	4	5	6	7
At a restaurant, I don't mind waiting an extra 10 to 15 minutes to be seated in a smoking section	1	2	3	4	5	6	7
It's hard to socialize or spend time with my non-smoking friends, because I smoke	1	2	3	4	5	6	7
Smoking makes me feel more comfortable when I'm in a group	1	2	3	4	5	6	7
I look for discounts and special price offers when I'm buying cigarettes	1	2	3	4	5	6	7
If my brand of cigarettes was no longer being made, I'd be very disappointed	1	2	3	4	5	6	7
There are some brands of cigarettes I would not even try, because their image doesn't appeal to me	1	2	3	4	5	6	7
I worry about how my breath smells after I smoke	1	2	3	4	5	6	7
Cigarettes that cost less aren't as good as regular priced ones	1	2	3	4	5	6	7
I like smoking the same brand of cigarettes that my adult friends/spouse smoke	1	2	3	4	5	6	7
Adult smokers are more social than adult non-smokers	1	2	3	4	5	6	7
I'll try a different brand of cigarettes if I notice that a lot of other adult smokers are smoking them	1	2	3	4	5	6	7
I'll buy a different brand of cigarettes if it's on sale or I have a coupon	1	2	3	4	5	6	7
There are some brands I'd be embarrassed to smoke	1	2	3	4	5	6	7
I buy lower-priced cigarettes when I am short of money	1	2	3	4	5	6	7
Now that I've found a brand of cigarettes I really like, I don't want to switch again.	1	2	3	4	5	6	7
If a manufacturer introduced a cigarette that gave off no odor when smoking it, I would try that brand	1	2	3	4	5	6	7
Smoking is a part of my personality	1	2	3	4	5	6	7
I always ask people if they mind if I smoke	1	2	3	4	5	6	7
I sometimes refrain from smoking in public places where smoking is permitted	1	2	3	4	5	6	7
If I light a cigarette and don't get to smoke much of it, I feel it's wasteful	1	2	3	4	5	6	7
If a manufacturer introduced a cigarette that generated little or no smoke from the lit end, I would try that brand	1	2	3	4	5	6	7
Smoking restrictions make me feel like a second-class citizen	1	2	3	4	5	6	7
I enjoy smoking much less than I used to	1	2	3	4	5	6	7
I prefer to stick to the most popular brands of cigarettes	1	2	3	4	5	6	7
I like being a smoker	1	2	3	4	5	6	7
With designated smoking areas, I know where I can smoke without bothering anyone else	1	2	3	4	5	6	7

PM3001498006

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

	Completely Disagree						Completely Agree
Sometimes the smell of cigarettes bothers me even though I am a smoker	1	2	3	4	5	6	7
I'm starting to feel self conscious that I smoke	1	2	3	4	5	6	7
I don't like for other people to know that I smoke	1	2	3	4	5	6	7
Among my family, my smoking is never an issue	1	2	3	4	5	6	7
I'd rather pay full price for my favorite brand than switch to a cheaper brand I don't enjoy as much	1	2	3	4	5	6	7
I notice what brands of cigarettes adult people around me are smoking	1	2	3	4	5	6	7
My brand of cigarettes fits my personality	1	2	3	4	5	6	7
Most of my adult friends are smokers	1	2	3	4	5	6	7
I believe people think less of me because I smoke	1	2	3	4	5	6	7
For me, cigarettes are a pleasure – I would continue to smoke them regardless of the price	1	2	3	4	5	6	7
My brand of cigarettes is like an old friend	1	2	3	4	5	6	7
Adult people I know have switched to my brand of cigarettes because I smoke them	1	2	3	4	5	6	7
I am annoyed by the smell of cigarettes on my hair and clothes	1	2	3	4	5	6	7
A cigarette makes a good time even better	1	2	3	4	5	6	7
I've switched brands of cigarettes in the past based on recommendations from adult friends	1	2	3	4	5	6	7
I get a lot of dirty looks/nasty comments from strangers when I light a cigarette	1	2	3	4	5	6	7
I don't like to use coupons to buy cigarettes	1	2	3	4	5	6	7
Price is the most critical issue when I buy cigarettes	1	2	3	4	5	6	7
I think that cigarette prices are too high	1	2	3	4	5	6	7
I try to stock up on cigarettes when I have a coupon, or can find them on special deal	1	2	3	4	5	6	7
My family determined the designated smoking areas at our house	1	2	3	4	5	6	7
I feel uncomfortable smoking in public places	1	2	3	4	5	6	7
I enjoy the flavor of cigarettes	1	2	3	4	5	6	7
There are some brands of cigarettes I just would not smoke	1	2	3	4	5	6	7
A store brand or generic is usually just as good as a nationally advertised "name brand"	1	2	3	4	5	6	7
When I'm in public places I try to select well-ventilated areas to smoke	1	2	3	4	5	6	7
My brand of cigarettes is considered a desirable brand by most adult smokers	1	2	3	4	5	6	7
I try to keep my cigarette smoke away from other people	1	2	3	4	5	6	7
I feel like an outcast because I smoke	1	2	3	4	5	6	7
What matters to me more than the brand of cigarettes is the reputation of the manufacturer who makes the brand	1	2	3	4	5	6	7
I enjoy smoking	1	2	3	4	5	6	7
I prefer to eat in restaurants that have a smoking section	1	2	3	4	5	6	7
I smoke because it sets me apart	1	2	3	4	5	6	7
The brand of cigarette you smoke says something about you as a person	1	2	3	4	5	6	7
Even in restaurants with "smoking sections," I typically sit in non-smoking sections with my non-smoking friends	1	2	3	4	5	6	7

PM3001498007

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

	Completely Disagree						Completely Agree
If I light a cigarette and don't get to smoke it, I feel it's wasteful	1	2	3	4	5	6	7
I feel good when I see other adult people smoking my brand	1	2	3	4	5	6	7
There are big differences in quality between brands of cigarettes	1	2	3	4	5	6	7
I buy the cheapest brand of cigarettes in the store	1	2	3	4	5	6	7
I am thinking about smoking cigarettes that contain even lower tar and nicotine than my current brand	1	2	3	4	5	6	7
I smoke a cheaper cigarette brand frequently but don't consider it my regular brand	1	2	3	4	5	6	7
I like to smoke when I'm relaxing	1	2	3	4	5	6	7
It took me a long time to find a brand of cigarettes that was just right for me	1	2	3	4	5	6	7
There are big differences in taste between brands of cigarettes	1	2	3	4	5	6	7
I like the act of smoking -- taking the cigarette out of the pack, lighting it, inhaling, and holding it	1	2	3	4	5	6	7
Except in designated non-smoking areas, I choose to smoke wherever and whenever I want to	1	2	3	4	5	6	7
There are some brands of cigarettes that have a more desirable image than other brands	1	2	3	4	5	6	7

SECTION C:

1. On average, how much do you pay for one pack of your regular brand of cigarettes? $_____._____

2. On average, how much do you pay for one carton of your regular brand of cigarettes? $_____._____

3. Some cigarette brands offer free gifts that you can obtain by sending in proofs of purchase from the pack itself or special coupons, miles or cash certificates that you get when you purchase the cigarettes. When was the last time you purchased any cigarette brands whose proofs of purchase, special coupons, miles or cash certificates you saved (or are still saving) towards a free gift? **[CHECK ONLY ONE BOX]**

   - ☐ Within the past 3 months
   - ☐ 4 to 6 months ago
   - ☐ 7 months to 1 year ago
   - ☐ More than 1 year ago
   - ☐ Never

4. Have you ever changed your regular brand of cigarettes to a new regular brand because of price?

   ☐ Yes ☐ No

PM3001498008

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

SECTION D:

1. Below is a list of various types of activities. As you read each activity, please indicate the extent to which you do that type of activity -- **Often, Occasionally, Rarely or Never. [CIRCLE ONE ANSWER FOR EACH]**

	Often	Occasionally	Rarely	Never
Watch spectator sports on TV or in person	OFT	OCC	RAR	NEV
Exercise	OFT	OCC	RAR	NEV
Outdoor activities like camping, hunting or fishing	OFT	OCC	RAR	NEV
Read a book, magazine or newspaper	OFT	OCC	RAR	NEV
Play a competitive sport (like baseball, basketball, football, volleyball, tennis, etc.)	OFT	OCC	RAR	NEV
Eat out	OFT	OCC	RAR	NEV
Listen to live music	OFT	OCC	RAR	NEV
Listen to recorded music at home	OFT	OCC	RAR	NEV
Go to a bar or night club or dancing	OFT	OCC	RAR	NEV
Participate in an individual sport (like running, skiing, bicycling, swimming, golf, etc.)	OFT	OCC	RAR	NEV
Use a personal computer / Internet / Online Services	OFT	OCC	RAR	NEV
Visit a friend or relative	OFT	OCC	RAR	NEV
Go to the movies	OFT	OCC	RAR	NEV
Go to parties	OFT	OCC	RAR	NEV
Play a musical instrument	OFT	OCC	RAR	NEV
Relax at home in the evening	OFT	OCC	RAR	NEV
Play games (including cards or video games)	OFT	OCC	RAR	NEV
Participate in church functions	OFT	OCC	RAR	NEV
Meet people for dating or a relationship	OFT	OCC	RAR	NEV
Belong to social clubs	OFT	OCC	RAR	NEV
Do volunteer work	OFT	OCC	RAR	NEV
Entertain at home	OFT	OCC	RAR	NEV
Make time for family activities	OFT	OCC	RAR	NEV
Watch television or rented videotapes	OFT	OCC	RAR	NEV
Pursue a hobby (like painting / crafts / collecting, etc.)	OFT	OCC	RAR	NEV
Gardening	OFT	OCC	RAR	NEV
Gambling	OFT	OCC	RAR	NEV
Travel	OFT	OCC	RAR	NEV

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Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

2. *Below are a series of statements that may or may not describe the way you feel about different things. For each statement below, please indicate on a 7-point scale how you feel about that statement, where 7 means you* **"Completely Agree"** with the statement and 1 means you **"Completely Disagree"** with that statement. You may use any number between 1 and 7. **[CIRCLE ONE ANSWER FOR EACH STATEMENT]**

	Completely Disagree						Completely Agree
I have a wider circle of friends than most people do.	1	2	3	4	5	6	7
In the store, I often buy items on the spur of the moment.	1	2	3	4	5	6	7
I'll always make time to spend time with my friends.	1	2	3	4	5	6	7
Earning a lot of money is a sign of success.	1	2	3	4	5	6	7
It is important for men to participate in domestic activities, like cooking and cleaning	1	2	3	4	5	6	7
The kind of car I drive is very important to me.	1	2	3	4	5	6	7
In general, price tells you something about the quality of a product.	1	2	3	4	5	6	7
Keeping in shape is very important to me.	1	2	3	4	5	6	7
Looking good is very important to me.	1	2	3	4	5	6	7
It is important for women to participate in "head of household" activities like preparing taxes, lawn-care and home repairs	1	2	3	4	5	6	7
I'm always looking for a bargain when I shop.	1	2	3	4	5	6	7
I usually try new products before my friends do.	1	2	3	4	5	6	7
My friends often ask me for my opinions on new trends and fashions.	1	2	3	4	5	6	7
When I'm with others, I usually end up making most of the decisions.	1	2	3	4	5	6	7
It's important to make up your own mind and not just listen to what others say	1	2	3	4	5	6	7
It's important to stand out in the crowd.	1	2	3	4	5	6	7
I like people and things that are unique.	1	2	3	4	5	6	7
I like to take chances.	1	2	3	4	5	6	7
I often crave excitement.	1	2	3	4	5	6	7
I think things through carefully before acting.	1	2	3	4	5	6	7
I'll try almost anything once.	1	2	3	4	5	6	7
I don't worry about the future; it will take care of itself.	1	2	3	4	5	6	7
I am under a great deal of pressure most of the time.	1	2	3	4	5	6	7
I work hard and I play hard.	1	2	3	4	5	6	7
I don't expect to get much pleasure from my work, it is just what I do to earn a living.	1	2	3	4	5	6	7
It is important to be sensitive to the needs of others.	1	2	3	4	5	6	7
I prefer brands and products that make me feel accepted by others.	1	2	3	4	5	6	7
I usually express my opinion even when I disagree with others.	1	2	3	4	5	6	7
I look out for my family more than myself.	1	2	3	4	5	6	7
There are many times when I'd rather stay home than go to a party.	1	2	3	4	5	6	7

PM3001498010

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

	Completely Disagree						Completely Agree
I'm satisfied with my life.	1	2	3	4	5	6	7
I often seek out the advice of friends before making a purchase.	1	2	3	4	5	6	7
It is important to me that the things I buy convey the appropriate image.	1	2	3	4	5	6	7
In a social situation, I would rather lead than follow.	1	2	3	4	5	6	7
When I am uncertain how to act in a social situation, I look to the behavior of others for cues.	1	2	3	4	5	6	7
It is important for me to fit in with the group I am with.	1	2	3	4	5	6	7
I typically try new brands before my friends and neighbors do.	1	2	3	4	5	6	7
I sometimes modify my behavior depending on who I am with.	1	2	3	4	5	6	7
I enjoy learning about new technologies.	1	2	3	4	5	6	7
I am more interested in the benefits that technology brings to me, than in the technology itself.	1	2	3	4	5	6	7
I like to be on the cutting edge of new technology.	1	2	3	4	5	6	7
I usually purchase new technological devices before my friends do.	1	2	3	4	5	6	7
I enjoy consumer electronics like cell phones, DVD players, etc.	1	2	3	4	5	6	7
I'm not really a consumer electronic enthusiast, but I will buy them if they make my life easier.	1	2	3	4	5	6	7

PM3001498011

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

3. *Below are a series of goals, objectives and concerns that some people have.* Please indicate the extent to which you feel each item is important to you. Use any number between 1 and 7 to tell us what's more important or less important to you. A 7 means it is **"Very Important"** and a "1" means it is **"Not At All Important".** You can use any number between 1 and 7. **[CIRCLE ONE NUMBER FOR EACH]**

	Not At All Important						Very Important
Have some variety in life	1	2	3	4	5	6	7
Have an ongoing relationship with a significant other	1	2	3	4	5	6	7
Be influential	1	2	3	4	5	6	7
Save for retirement	1	2	3	4	5	6	7
Live within a budget	1	2	3	4	5	6	7
Be a success	1	2	3	4	5	6	7
Be compassionate	1	2	3	4	5	6	7
Have a successful marriage	1	2	3	4	5	6	7
Reward myself	1	2	3	4	5	6	7
Be the center of attention	1	2	3	4	5	6	7
Be well-respected	1	2	3	4	5	6	7
Have an active and exciting life	1	2	3	4	5	6	7
Have an adequate education	1	2	3	4	5	6	7
Save toward major expenses such as a car, a home, or college	1	2	3	4	5	6	7
Express my individuality	1	2	3	4	5	6	7
Find a satisfying job	1	2	3	4	5	6	7
Have good friends	1	2	3	4	5	6	7
Be a trend setter	1	2	3	4	5	6	7
Excel at work	1	2	3	4	5	6	7
Have peace and quiet	1	2	3	4	5	6	7
Be sophisticated	1	2	3	4	5	6	7
Have the best of everything	1	2	3	4	5	6	7
Be hardworking	1	2	3	4	5	6	7

PM3001498012

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

SECTION E:

This last section will be used to group your responses with those of others participating in this survey.

1. Which of the following do you consider yourself to be?

☐ White ☐ African-American ☐ American Indian/Native American
☐ Hispanic/Latino ☐ Asian ☐ Other

2. What was the last grade of school that you completed? **[CHECK ONLY ONE BOX]**

Grade school or less	Some high school	High school graduate	Some college	College graduate or more
☐	☐	☐	☐	☐

3. Which one of the following best describes your employment status? **[CHECK ONLY ONE BOX]**

☐ Full-time
☐ Part-time
☐ Homemaker → **[SKIP TO QUESTION 5]**
☐ Retired → **[SKIP TO QUESTION 5]**
☐ Not employed → **[SKIP TO QUESTION 5]**

4. What is your occupation? **[CHECK ONLY ONE BOX]**

☐ Business owner ☐ Clerical ☐ Driver/Transport operator
☐ Farmer ☐ Homemaker ☐ Machinery operator
☐ Managerial/Administrative ☐ Military ☐ Non-farm laborer
☐ Private household worker ☐ Sales ☐ Professional/Technical
☐ Service worker ☐ Skilled blue collar/Craftsman

5. Which one of the following best describes your marital status? **[CHECK ONLY ONE BOX]**

☐ Single ☐ Married ☐ Single, but living with significant other
☐ Widowed ☐ Divorced/Separated

6. Now, thinking politically and socially, how would you describe your own general outlook – as being very conservative, moderately conservative, middle-of-the road, moderately liberal, or very liberal? **[CHECK ONLY ONE BOX]**

Very conservative	Moderately conservative	Middle-of-the-road	Moderately liberal	Very liberal
☐	☐	☐	☐	☐

7. How many people, including yourself, currently live in your household? _____

8. Including yourself, how many of those who currently live in your household are adult smokers? _____

PM3001498013

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001

9. *Now, here is a list of income categories. Which of the following best describes the combined annual income before taxes of all members of this household, including wages or salary, pensions, interest or dividends, and all other sources?* **[CHECK ONLY ONE BOX]**

- ☐ Under $10,000
- ☐ $10,000 to $19,999
- ☐ $20,000 to $29,999
- ☐ $30,000 to $39,999
- ☐ $40,000 to $49,999
- ☐ $50,000 to $59,999
- ☐ $60,000 to $74,999
- ☐ $75,000 to $99,999
- ☐ $100,000 and over
- ☐ Not sure

10. Which of the following products do you own?

	Yes	No
CD Player	☐	☐
DVD Player	☐	☐
Digital Camera	☐	☐
Digital TV	☐	☐
Computer with CD ROM	☐	☐
Computer with Internet access	☐	☐
Cell Phone	☐	☐

11. Over the last week, have you logged on to the Internet?

- ☐ Yes
- ☐ No

12. In the past three months, have you used the Internet for? **[CHECK ALL THAT APPLY]**

- ☐ Sending/receiving email
- ☐ Researching and looking for information
- ☐ Playing games
- ☐ Browsing for products
- ☐ Getting news
- ☐ Making purchases online
- ☐ Participating in chat groups
- ☐ Making travel reservations
- ☐ Making phone calls (Internet telephony)
- ☐ Conducting on-line banking
- ☐ Trading stocks
- ☐ Other

PLEASE STOP AT THIS POINT AND ASK YOUR INTERVIEWER FOR FURTHER INSTRUCTIONS

PM3001498014

Source: https://www.industrydocuments.ucsf.edu/docs/zgyj0001